

The Advisers BULLETIN

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Students Produce Newspaper By Using 'Pioneer' Methods

Contributed by a Member of CSPAA Advisory Board

Pioneer days are here again! A new milestone in journalistic entrepreneurship was attained by 50 teen age boys and girls when The Pioneer was distributed July 18 on the campus of the Catholic University of America, Washington, D. C.

Now in its sixth year of publication, The Pioneer is the first scholastic newspaper on university life entirely written and edited by high school students. The brain child of Dr. Regis L. Boyle, adviser to The Easterner, Eastern High School, Washington, The Pioneer is the

culminating activity of a four week Journalism Institute, which has already proved its value by the large percentage of Medalist and All-American newspapers published by students trained in this summer workshop.

The Institute is designed to give students a practical journalism background for editing their high school publications. Potential editors receive four hours instruction each day with training and practice in the application of the techniques of successful writing. This year, students were enrolled from Maryland, Virginia, New York, New Jersey, Rhode Island, Kentucky, North Dakota, Alabama, Georgia, Florida, and the District of Columbia.

Under the skillful direction of Dr. Boyle, assisted by Miss Mary E. Murray, former editor of the CSPAA Bulletin and adviser of The Alcoholic Mirror, Allegany High School, Cumberland, Md., and Miss Margo Rogers, Wilson Teachers College, Washington, secretary, the workshop was so organized that each day's agenda was equivalent to a week's work during the regular session.

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The keynote address of Dr. Boyle, which opened the Institute, stressed the significance of freedom of the press with its corresponding responsibilities. The role of the teen age reporter, the Director said, is as dynamic in every respect as that of his veteran counterpart. Through their publications the members of the junior fourth estate are gaining practice and training in conscientiously and fearlessly presenting the truth.

Dr. Boyle concluded her talk by impressing upon the group that while the statement, "the pen is mightier than the sword," is as true today as when first pronounced, its wielders assume greater responsibility since the 2,000 daily, 10,000 weekly, and 24,000 student publications reach many millions of readers.

The first day in the Institute was a typical one with a lecture on news writing, emphasizing the 20 checks for complete and well written stories. Grammatical varieties of leads were explained, the students applying the instruction by classifying the leads in a previous issue of *The Pioneer*, following which original leads in the various grammatical styles were written.

What made the Institute function so smoothly was its efficient organization, the entire course being so thoroughly coordinated and integrated that every student was gainfully employed every minute. Despite the record breaking heat wave in Washington, the Institute students rarely left the department at the 2 o'clock dismissal hour, but worked continuously until 5 o'clock most of the afternoons. Deadline nights found them "on the desk" as late as 10 o'clock.

Following the lecture on the interview, the class prepared ques-

tions for a group interview of Dr. Boyle and Miss Murray. The written stories were critically analyzed by the two instructors and the typical beginners' errors discussed in class. Improvement was evident when the students later had the opportunity of interviewing representatives of the Associated Press and *Today* magazine. Their interesting and informative stories in *The Pioneer* on such difficult subjects as Ultrasonics Research, Air Force Ophthalmic Project, Botanical Expedition and Rehabilitation of the Visually Handicapped also gave proof of their mastery of the art of successful interviewing.

Editorial policy, the core of the newspaper's character, was carefully analyzed and discussed. The philosophies of their respective papers were compared and evaluated and, through class collaboration, a basic editorial policy for *The Pioneer* was formulated.

After a thorough study of the purposes and types of editorials, the students selected three on timely topics for publication, dealing with the United Nations, the McCarran-Walter Immigration Bill, and the Record Breaking Heat Wave.

Feature writing, with emphasis on leads and types, resulted in ex-

THE ADVISERS BULLETIN

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cellent contributions. A pleasing variety appeared in *The Pioneer*, including an interview, poll, book review, speech report, controversial presentation, humorous story, and campus cartoon.

Perhaps the greatest block of time was allotted to the mastery of layout. Lectures on the general principles of makeup, headline writing, pix planning, placing and cropping, preceded actual layout practice. From a list of slugs, each student planned miniature page layouts which in several instances had to be redrawn many times before they measured up to prerequisites; then only were they transferred to the full size dummy. Successful layout of all four pages was required of every student.

The writing of sports, columns, and reviews, the study of advertising, copy editing, and proof reading culminated the basic instruction. One of the highlights of the Institute was the awarding of the gold medal for the best on-the-spot news reporting to Virginia Schano, St. Vincent's Academy, Atlanta, Georgia, and the medal for the best layout to Wanda Lee Devine, St. Mary's High School, Hagerstown, Md.

The students had their first experience in actual reporting when page editors were appointed and campus beats assigned. From the list of slugs compiled by the editors, the ingenuity of the youthful reporters in achieving complete campus coverage was well demonstrated.

Working industriously and cooperatively, the Institute students wrote, revised, cut, lengthened, checked and rechecked their stories, counted heads, delved through the thesaurus for synonyms, and page by page, sent *The Pioneer* to press.

Deadline having been met, the staff awaited galley proofs, which were checked by reporters for errors. Galleys completed, editors next examined page proofs which likewise were corrected with minor revisions. Finally, with page paste-ups finished and the editors' "30" affixed to the dummy, the presses began to roll.

The zero hour was 11 o'clock on the morning of July 18 when the staff distributed *The Pioneer* to all the University buildings. By lunch hour, the campus presented a unique panorama as hundreds of clergy, nuns, and laity walked leisurely along the shaded paths or sat in small groups before the Library, the Snack Bar or numerous other favorite retreats, reading *The Pioneer*.

DEATH TAKES RAY MICHAEL; DIRECTOR ATTENDS FUNERAL

The many friends and acquaintances of Mr. Raymond Michael, chairman of the Elementary Division of the Columbia Scholastic Press Association, will be sorry to hear that he passed away in hospital on August 22 after a heart attack suffered ten days earlier.

Frequently in uncertain health, he had, for some time, been a diabetic, which, he once informed the *Bulletin* editor, affected his eyesight.

A member of the CSPA Advisory Board, he successfully guided for many years the affairs of the Elementary Division, and in so doing, as someone said, "did a good job."

Dr. Joseph M. Murphy, director of CSPA, attended his funeral in Trenton on August 27.

Want A Better Paper?

One of the talks given by the many newspaper advisers at the CSPA convention last March was entitled "A Typical Medalist Paper." What follows comes from the mimeographed skeleton notes, a copy of which the adviser gave out to each person present. The adviser, be it added, elaborated on each item.

"How can we secure a medalist rating in the CSPA newspaper contest?" Or, "We've been given a first place. What ought we do to get the top award?" Comments similar to this, though expressed in a dozen different ways, are heard every year by advisers and others who conduct clinics, sectional meetings, round table discussions, and the like at some of the scholastic press association meetings. But there is nothing particularly secret as to the ways of securing a medalist rating, or an improved paper, no matter what the present rating is. The two over-all considerations are (1), work, and (2), a knowledge of certain time-tested, know-how ways and ideas of good journalism.

The word "work" today seems to frighten a lot of people, especially students at school. But nothing can be done without it—at least nothing that is worth anything. The following ten ways, if carefully and industriously followed, will ultimately lead to a paper securing a medalist rating, or, if not that, an improved rating.

1. Know the necessary first principles about writing a straight news article.
2. Make your paper attractive in appearance on all of its pages.
3. Endeavor to report, if possible, all school activities.
4. Strive after correctly written, varied, lively headlines.

5. Carry features all the time.
6. Amuse through the thousand-and-one forms of humor.
7. Vary the news lead.
8. Print as many names as possible, print them as often as possible, and exert every effort to spell them all correctly.
9. Make more use of pictures and cartoons.
10. Tell the story from time to time of your school's past, your town's past, and your country's past.

KIPLING WROTE APT JINGLE ABOUT LEAD PARAGRAPHS

Advisers often have considerable difficulty in getting students to write a good lead paragraph to a straight news article.

Rudyard Kipling was once a journalist in his young days in India, and put together a jingle which listed the essential things needed to write a good lead. Here it is:

"I have six honest serving men;
They taught me all I knew;
Their names are Where and
What and When
And How and Why and
Who."

Some adviser, not knowing of this jingle, might be glad to pass it on to members of his staff as an aid to the memory.

Anniversaries Make Fine Feature Articles

Features about notable and unnotable anniversaries in American history can add new, human, and patriotic interest to a school newspaper or magazine. The anniversaries listed below occurring in October and November are here given as a suggestion to the adviser, who may know of more appropriate events, or other happenings of local significance. By consulting an encyclopedia, a history book, and other sources, the student feature writer should be able to expand any one of the anniversary ideas into an article that makes attractive reading.

OCTOBER

460 years ago (1492) at 2 a. m. a cannon shot from the "Pinta," of Christopher Columbus' fleet, announced that the lookout man had sighted land. It was the present Watlings Island, on the east coast of the Bahamas, and was the first land of the Western Hemisphere viewed by Europeans since the Norsemen. Columbus named the place San Salvador in gratitude for his preservation. Seeking the Orient, he had accidentally discovered America.

270 years ago (1682) William Penn first landed in America at New Castle, Delaware, to begin what he called "The Holy Experiment" of colonizing Pennsylvania. He planned a commonwealth based on the twin principles of trust in human goodness and religious liberty.

185 years ago (1767) two British astronomers completed probably the most famous border in the United States, the Mason-Dixon line. They were Charles Mason and Jeremiah Dixon, who had been hired to settle a long-standing boundary wrangle between Pennsylvania and Maryland.

175 years ago (1777) more than 5,000 British laid down their arms at Saratoga in one of America's

great victories in the war for independence.

160 years ago (1792) the cornerstone was laid for Washington's first public building, the Presidential Palace, or today's White House. Present at the ceremony was the architect, James Hoban, who drew his design from recollections of the Duke of Leinster's Irish mansion.

85 years ago (1867) on the Island of Sitka, General Lovell H. Rousseau took formal possession of Alaska for the United States. This new territory embraced 586,400 square miles, and was bought from Russia for two cents an acre.

80 years ago (1872) a baseball throw which was to stand unequalled for 38 years was made by John Hatfield at the old Union Grounds, Brooklyn. His heave carried the ball 400 feet, 7½ inches. This was not surpassed until Sheldon Lejeune did 426 feet, 9½ inches at Cincinnati — a record which still stands.

60 years ago (1892) Edison was declared legally the sole inventor of the incandescent lamp in a confirmation handed down by the U. S. Circuit Court of Appeals.

40 years ago (1912) the piercing shot of a would-be assassin failed

to halt Theodore Roosevelt's campaigning for a third term. In Milwaukee, Wisc., to deliver a speech, he was the target of John Schrank of New York, who fired point blank at him. The bullet tore through the bulky message the candidate was to deliver and entered his right side. Roosevelt, however, proceeded to the rally, stating, "It may be the last one (speech) I shall deliver, but I am going to deliver this one." He did.

NOVEMBER

460 years ago (1492) the accredited first mention of tobacco was made in Christopher Columbus' journal, where it was noted as used by the Indians. Exciting great curiosity, the leaf was imported into Spain.

225 years ago (1727) Artemus Ward, who received the first commission as Major General in the United States Army, was born in Shrewsbury, Mass.

175 years ago (1777) the Continental Congress adopted the Articles of Confederation, which governed America until after the Revolution. Their lack of provision for a chief executive, a federal judiciary or, enough federal power, soon caused difficulties. Later, men in this Congress drew up the present Constitution.

120 years ago (1832) the first street car in New York City was drawn by two horses abreast from Prince to 14th Street. Rolling on rails laid on granite ties, this startling invention in urban travel covered 12 miles an hour, and accommodated 30 persons in its three compartments.

200 years ago (1752) General George Rogers Clark, conqueror of the Old Northwest during the American Revolution, was born in

Monticello, Va. One of his feats became the most storied in American military annals.

100 years ago (1852) Henry Van Dyke, author of the widely read Christmas tale, *The Story of the Other Wise Man*, was born in Germantown, Pa. His religious writings, sketches of travel and outdoor life, literary criticisms, and lyrically pleasing poems, enjoyed a great vogue in his time.

100 years ago (1852) Commodore Matthew C. Perry, brother of the hero of Lake Erie, sailed from Norfolk, Va., on a mission of world importance. It was to open the door of mysterious, isolated Japan to western trade.

100 years ago (1852) aboard a Mississippi Steamer died the foremost tragedian of his day, Junius Brutus Booth. Very temperamental he played the roles of Richard III, Iago, and Shylock superbly. It was his son, John Wilkes Booth, who became infamous as Lincoln's assassin.

80 years ago (1872) Boston suffered its most devastating fire. It started in a wholesale warehouse of dry goods on Summer and Kingston Streets. The wind-fed flames consumed 600 buildings, and caused \$80 million in property loss.

35 years ago (1917) women from 15 states were arrested outside the White House for picketing for woman suffrage. A number of well known women of the day were imprisoned.

These items were taken from "Schoyer's Vital Anniversaries of the Known World for the Year 1952." It is published by Bureau of Business Practice, New London, Connecticut, and is a very fine book of its kind.

Pictorial Yearbook '52 Makes Good Public Relations Medium

By Helen Mary Elizabeth McCarthy

Former President, Columbia Scholastic Press Advisers Association

Brighter, sharper in focus and dynamic in experiment with new techniques, Yearbook '52 reports in picture and story another year of school history. Books, modest and pretentious, home-grown and volumes from leading book publishers, they share that common responsibility of telling the story of their school to communities across the country.

From the random sampling of yearbooks on all levels, the most significant development is that of the increasing impact of pictorial journalism upon the school editors. In the early stages of this trend only those books using the offset process reflected the practice of letting pictures "tell the tale." Currently even publications using letterpress printing join the ranks of annuals using the photo-news techniques.

Quoting from "Yearbook Fundamentals," a publication of the Columbia Scholastic Press Association, the yearbook is described as "a panoramic chronicle of the school year. It contains video reporting. It is an interpretive memory book, a permanent one-edition record."

It is bound together by a central idea or theme related to a phase of school or community life. Outstanding are those built around a vivid theme which is developed through imaginative layout, lively editorial copy and illustrations, either art work or photography.

It has proportions satisfying to the intellectual curiosity of the

reader for it gives a rounded picture of the year's activities without exaggeration. Coverage, editorially and pictorially, is the objective; but equally important to the editors is that the format have eye-appeal.

It is the factual picture of the school program, curricular and extra-curricular. To dispel the false conception that life revolves around the activities and sports, the curricular section is appearing each year in more publications. The reader then sees the administration and faculty and gains new insight into the program of studies, department by department. Action shots of classroom activities highlighting the drama of laboratory experiments and showing the actual life experience of the shops, and democracy at work in the home rooms are more eloquent than words.

It gives proof in its administrative section that the growing awareness of civic-minded men and women is recognized and rated a high factor in improving the community schools.

It demonstrates in its advertising sections that the businessmen no longer look upon buying yearbook space as a hand-out for sweet charity's sake. Hundreds of books show workmanlike handling of their space selling and produce pertinent advertising copy written by the staff beamed to students and their families. These advertising neophytes use their contacts with their advertisers as an opportunity

"to win friends for the school and make people understand that we are really a part of the community pattern."

Such are highlights of the successful Yearbook '52!

Shared participation by administration, faculty and all classes, in the yearbook puts momentum and a reservoir of talent into its production. The practice of "keeping the whole thing a dark secret" and thus depriving the staff of the abilities and active support of their colleagues is happily out-moded. Today's best yearbooks are undoubtedly products of careful planning by administration, faculty and staff.

Community concern for the quality of its schools shown by national organizations like the Citizens Committee for Public Schools has placed a new challenge before each yearbook committee and staff as it plans a new issue. Although the problem also confronts other types of school publications, it is of graver significance in the more expensive, more comprehensive field of the school annuals. They are one of the most important channels for the public to learn about their schools.

CSPA pioneered in the doctrine that the equilateral triangle of *school, publication, and community* diagrammed the relationship clearly. Yearbook advisers and staffs in this nationwide association have worked for twenty-eight years to make every school aware of the value of using each edition of its annual as a public relations tool to interpret the policies of the school and their implementation through the year's program. In Yearbook '52 members of the community not only can read of the year's achievements but also see them in action in the

photography.

Whenever a new technique gains widespread acceptance without opportunities to learn how to use it competently and with maximum results, glaring examples of failure occur. Such has been the experience with some publications using the photo-news pattern without adequate training and guidance. There is not only margin for bad photography by amateurs but a more serious flaw, that of not being able to get the "story in the picture" which is the secret of topflight news photography.

But what about editorial copy — is it no longer necessary? It certainly is necessary; but to write the concise, brief, bright copy that *belongs* in the new type of yearbook using pictorial journalism, greater preparation, more pruning, and a new precision in editing must be used. Strengthening this statement, the following excerpt is quoted from *Life*, September 1, 1952:

"We feel, of course, that a photograph, supplemented by exactly the *right* words, can often communicate a situation to the reader faster, more accurately and more vividly than any other means. But once in a while words alone can paint pictures in the reader's mind that the camera cannot capture."

The above was included to illustrate the fact that copy is still needed in the pictorial yearbook — that often it alone can tell the story. It justifies including *factual* summaries of the organizations, activities, and more than scores and schedules to do justice to the sports season.

The crop of the Yearbook '52 was a bumper one despite mounting production costs; but a brighter, more in-tune-with-the-times parade of books have never been produced!

Let 'Names Make News' In Student Publications

By Bryan Barker

The writer of this article, who is the active adviser of The Mercersburg News, a weekly six-page paper in a boys' private school, once asked the student readers, in an anonymous questionnaire, for ideas to improve the weekly. Many of the suggestions were impractical and some were ridiculous. But one idea, "More for fellows and about them," impressed him very much, although it is capable of many interpretations. Ever after, however, this adviser stressed the use of more names in more ways in the paper. Has it been worthwhile? Yes, although it has meant more work. Less frequently heard is the student complaint, "What is there in the paper for me?" And the use of more names in more ways has helped to overcome that complaint.

"Names make news. Last week these names made news."

This quotation came from a section entitled "People" in a current issue of that very news-conscious magazine, Time. The names of the thirty-or-so persons mentioned in this section—and mentioned because their names had value as news—were printed in black type.

People—names—news. Because all the boys and girls in all the schools throughout the United States are people; because student publications are, or should be, written by students, about students, and for students with, perhaps, a certain amount of faculty guidance; then those students taking part in any ethical activity around a school have a right to have their names mentioned, if it is possible, in those student publications devoted to recording student activities. Yet what school newspaper, yearbook, magazine, etc., prints all the students' names it can or should? And if any publication does, how many of those names are wrong in some way?

"Remember that a man's name is to him the sweetest and most important sound in the English

language." Dale Carnegie used these words some years ago in a book entitled, "How to Win Friends and Influence People." The statement may sound somewhat saccharinic to some; but it does describe a profound, psychological truth, a truth that student publication advisers and their student staffs ought to notice more than they do.

"Shucks! The paper has again left out my name!" or, "Once more that scandal sheet has spelled my name wrong. Doesn't it ever get anything right!" What adviser, what student in a school which sponsors publications has not heard some such comments. But no matter how facetiously such complaints—for that is what they are—may be worded, they do indicate that something is wrong, that someone is offended, and that something should be done about it.

Here is a true story which illustrates the importance of even a middle name.

A college professor, meeting his class for the first time, asked each student for his full name. One boy gave his name as, say, Henry Lilly

Smith. Some he-man-conscious fellow nearby snickered and said in a sneering undertone, "Lilly!" Smith rapped back, "Lilly was my mother's maiden name, and I'm proud of it. She died when I was born." The ensuing silence was impressive. No one laughed again at a name. Was Dale Carnegie right?

The more frequent use of names in the student press applies particularly to those publications whose format or frequency of issue allow them the space to carry names. If this adviser's experience can take the form of a general recommendation, he will word it this way: Print as many students' names as possible, print them as often as possible, and exert every effort to spell them all correctly.

Further elaboration of this may be helpful. If the school stamp club holds an auction, if a few of the younger students go on a hike or a picnic or something, if some service group holds a monthly meeting somewhere—to cite but three instances of activities around any school which a self-important senior on a publication is apt to regard as trivial—then the adviser of, say, the school paper should more-than-persuasively suggest to his staff that some account of these seemingly-trivial events appear in the school paper, and that each account include the names, all spelled correctly, of all the students taking part in each happening. When the paper comes out the boys and girls concerned will look for their names—names that otherwise might have been forgotten; and most parents, interested friends, and relatives will also appreciate reading those names which, to them, mean something. All concerned are likely to be pleased. And the paper will make more friends—

a thing sometimes very much to be desired.

The activities of the senior group, particularly in athletic events, are likely to be written up in a student publication, because, usually, the editorial staff consists of seniors with the interests of seniors at heart. This is as it should be. But the adviser should remind those reporters of senior athletic activities not to forget names, and particularly the names of substitutes. Even cut out descriptive matter to get in names.

How many pictures of groups of students appear in school papers, and more often in yearbooks, without the identifying names beneath those pictures? Names beneath a picture of a group identify and individualize each person in that group; without names that picture is just a picture for a little while only. But ten years from now, what is a group picture without the names underneath? For the answer consult an old yearbook and find one such picture.

Can anything practical be suggested to ensure that more names, correctly spelled, get into a student publication? Yes, the writer of these lines, who is the adviser to a weekly newspaper in a boys private school and goes to a lot of trouble over names in the school paper, offers seven. Generally speaking, they have helped as far as his paper is concerned. Other advisers can adopt, adapt, reject, and add to them in any way they desire.

1. The adviser should make available, and easily so, many copies of the student roster containing the official spelling of all students' names.

Each September at Mercersburg over one hundred mimeographed copies of all the names in the student body and faculty are made

available for distribution. This involves cutting stencils, stapling, etc. Each member of the newspaper's writing staff gets one; if he loses it he can have another. Each student manager and each faculty coach of an athletic team can have one, two, or six if they so desire. If they lose them or want more, they can have them. An at-a-glance, eye-level copy is fixed above each typewriter in the publications' room. Special, at-a-glance eye-level copies are provided for the proofreaders. This adviser keeps one under the glass on his desk in his private quarters and another mounted one hanging on the wall.

Someone may ask: What form should the names take? Each adviser, of a publication, taking notice of local custom and tradition, should be the one to decide the particular way he wants student and faculty names to appear in print.

At Mercersburg, students' names appear in the schoolpaper as they are written in the specially prepared mimeographed roster. If the roster says "John Jones," then as "John Jones" it appears in the paper, and not as "John H. Jones," or "John H. Jones, Jr.," etc., unless, of course, there is more than one Jones; then the identifying middle initial, or other distinction, which the special roster makes clear, is used. This "John Jones" way of printing names is done to cut down errors and to save time and space—which it does. Nicknames are used occasionally, particularly on the sport pages.

Names of members of the faculty—who sometimes can be very fussy as to the way their names appear in print—are used in the form of "Mr. Henry H. Parker," and afterwards as "Mr. Parker."

With all this, does The Mercers-

burg News get errors in names? Yes, a few, I am sorry to say.

2. To help reduce errors, let the newspaper adviser stand up once in a September assembly of the whole school and state that if any student's name is being spelled incorrectly in the school paper, magazine, etc., provided the error is not a typographical one, that student should feel free to tell the editor or the adviser.

This is almost asking for trouble. But it lets the student body see that the adviser and the publication staff care about those for whom that publication exists. How is a writing staff always to know there is an error in a name unless they are told? And who can better point out the mistake than the person whose name is spelled wrongly?

3. Many more students' names can find their way into print if a publication staff attempts complete coverage of all the news in a school.

Taking appropriate notice in print—if such is possible—of all the

YEARBOOK SHORT COURSE TO BE GIVEN ON OCT. 10, 11

"Yearbooks—Memory Books" is the theme of the Twelfth Annual Short Course in Yearbook Production to be held by CSPA on October 10 and 11 at Columbia University.

The opening general meeting will be held in the McMillin Theatre at 12:30 p.m. on Friday, October 10. Sectional meetings are scheduled for the afternoon of that day and on Saturday morning, October 11. Clinics are listed for Saturday morning, too.

The concluding luncheon will be held in the Roof Garden of the Hotel Astor at 12:30 p.m., Saturday, October 11.

ethical happenings and activities around a school will make a lot of friends for that school's paper, yearbook, magazine, etc.

4. Let all the school organizations—curricular and extra-curricular—know that the newspaper, yearbook, magazine, etc., want names, all the names, the right names, and names correctly spelled.

This will take time. But once the idea gets going it can prove most helpful to publications.

5. More names can be included in the newspaper or magazine if each issue carries short, personality sketches of one, two, or more members of the student body.

Student interest in a periodical doing this sort of thing will be immeasurably enhanced. Such personality sketches should tell in an ethical way something of the likes, dislikes, friends, achievements, ambitions, etc., of the person so honored. It would be difficult to name more consistently popular features in *The Mercersburg News* than the weekly "Candid Comments on Campus Characters," or the weekly "Sportsman on Parade."

6. Only constant checking with the official roster will reduce the spelling errors among names.

Even though neatly typewritten lists of names come from the principal, a teacher, an athletic coach, etc., for inclusion in a publication, check those lists for spelling errors. The publication gets the blame for the errors, not the people who first

made them. In the degree, too, that student staffs and advisers realize that proper names are rarely spelled according to rule or reason, so will there be less chance of spelling errors among names.

7. More names can appear in the newspaper, magazine, etc., if such a publication conducts an ethical opinion poll among students whose names are not usually seen in print. Print the names of such students along with the answers they give.

The writer has no use for parading names through the medium of a gossip column. To him such columns are too frequently brutal drivel.

A judge—probably a journalism student—in a mid-western scholastic press association contest wrote across an article in a copy of *The Mercersburg News*, "Take out these names. What stranger is interested in such a list?" No stranger is! Who said he was? A school newspaper, yearbook, magazine, etc., recounts the doings and interests of those students within an organization of limited size, activities, and outside appeal. Such publications circulate among the students in that school, their parents, their friends, and probably some people in the community in which those boys and girls live. Hence, then, the need for more students' names, sooner than fewer, in student publications.

Yes, in the student journalistic world, too, "Names make news."

Write To The Editor About It If —

If you would like to see an article in this Bulletin about any aspect of the school press work, if you would like to write something yourself, if you know of anyone who could, or should, or wants to write something for this publication, let the editor know about it. His name and address is Mr. Bryan Barker, The Mercersburg Academy, Mercersburg, Penna.

Guide To Good Books

By Hans Christian Adamson

(Colonel, U. S. Air Force, retired. Author in the fields of aviation, astronomy, popular science, biography, history, transportation, nature, etc. The reviews appearing in this Columbia Scholastic Press Advisers Association Bulletin, published quarterly at Columbia University in the City of New York, are also distributed to four hundred United States Armed Services libraries in thirty-six Commands throughout the world.)

Among books before me as the so-called fall literary season opens, the largest and most important in size and scope is easily the third—but we hope not final—volume of ex-President Hoover's biographies. Entitled, *The Memoirs of Herbert Hoover* the book is subtitled *1929-1941 The Great Depression* (Mac-Millan — \$5.00). With wisdom, humor, broad-gauge tolerance and firm capacity to call spades what they are, our currently only living President continues his life story in-and-out of politics and the White House. Fate has been kind to the World and to this Nation in endowing our former President with the ability and longevity to look upon his life and work over the objectivity creating span of years. How wonderful it would have been if such other Chiefs-In-Crisis as Lincoln, Wilson, and Franklin Roosevelt had lived to a period where the sharp edges of controversy were dulled by the processes of Time. Such has been the case in the life of Mr. Hoover, who has lived not only to see canards of his days in office destroyed, but also to receive the warm-hearted plaudits of the people of this nation. Those who would dig to the bottom of some of the major

issues in the 1952 political campaign will find perusal of *The Depression Years* highly rewarding.

In *The Old Man and the Sea* (Scribner's—\$3.00) Ernest Hemingway is a master-craftsman who blends his knowledge of wave and weather as a deep-sea fisherman into his skill and genius as a writer. This brilliant and heart-moving saga—about the patience and courage of an ancient Cuban fisherman whose cunning enables him to catch a monster marlin only to have it destroyed by sharks—will stand out forever as one of Mr. Hemingway's best. Like the marlin, once the Old Man hooks him, the reader can't let go.

When Edna Ferber, author of *Giant* (Doubleday—\$3.95) settles down for her sunset rest it won't be in the Heart of Texas. *Giant* in fact, creates a not so cold war between Miss Ferber and "professional" Lone Star Staters. I mean the kind of tall-talking-Texans who get under the skin. Story-line is of a Virginia girl who marries a big, bombastic boom oilionaire from down by the Aint-It-Grand. Miss Ferber not only sticks the knife of satire deep, undeservedly deep, but gives it a cruel twist.

One of the joys of patrolling the book-beat is the occasional discovery of a new find or a fresh approach to a familiar theme. Of the latter brand is Gordon Daviot's *The Privateer* (MacMillan—\$3.50). If you have a leaning toward pirates bold, you will find a brand new Henry Morgan in this fresh breezy "debunking" of Morgan the bold and bloody buccaneer. This biography reveals "'Orrible 'Arry" as a brave, resourceful patriotic privateer, fighting his King's war against Spain—so righteous and holy that a firkin of butter would not melt in his mouth. Well done and worthy of wide attention.

Having reached the point where I can take Westerners or leave them alone—preferably the latter—I am frankly amazed that I should take time out to read Stanley Vestal's *Joe Meek* (Caxton Press—\$5.00 Illustrated). However, I am glad that I did because I found this biography of one of the last and great Frontiers-men colorful, informative and arresting in the well-established Vestal tradition. From beaver hunting Mountain Man to Peace Officer of young Northwest settlements, Joe Meek was a man of courage, good humor, and sharp shooting eyes.

I found *Joe Meek* so pleasant that I decided to gallop through MacKinlay Kantor's *Warwhoop* (Random—\$2.50) and found its two short novels of U. S. Calvary versus Red Skins so interesting that one might say that my perusal slowed from a gallop to a canter—and no pun intended. When one considers how not only warfare but the West have changed in less than a century, it intrigues the imagination

to read Mr. Kantor's well plotted and tautly written period pieces.

A unique and pleasant addition to any cook's bookshelf, especially if his or her interest runs toward barbecue and or other forms of out-door cookery, is *Come An' Get It* (U. of Oklahoma Press—\$3.75 Illustrated) by Ramon F. Adams. Gone have the trail drives, and the great open range; gone, too, has that superb cow-country institution known as the Chuck Wagon. But these four-wheeled commissaries and their despotic range cooks come to life wonderfully well in Mr. Adams' book. One gathers, somehow, that one of the reasons cowboys expected to die on the lone prairie was the food they ate. No G. I. ever had it that bad. The drawings of cooking, camp and trail-life by Nick Eggenhofer deserve special attention.

Here is hoping that Colonel Jim Corbett never runs out of material. His third book of India's dwellers—biped, quadruped and no-ped—is recently out. Entitled *My India* (Oxford) it follows the trails of adventure, suspense and gentle story telling established in his famous *Man Eaters of Kumaon* and *Leopard of Rudraprayac*. Although snakes, tigers and leopards prowl in *My India*, main emphasis is on the kind of people who inhabit the remote jungle and mountain areas and their life problems of poverty and scarcity.

Among the many who write of the far north, some may be superior to Constance and Harmon Helmericks, but if they exist I have never read them. These authors of the arctic they know and understand so well have produced their fifth Alaskan book, called *The*

Flight of The Arctic Tern (Little, Brown—\$4.50 Illustrated). What Jim Corbett does in unfolding human and animal jungle life in *My India*, the happily wedded and wonderfully wordful Helmericks do for the inhabitants, human and otherwise, of the top of the continent. Their pioneering flights into regions where planes have never penetrated give added spice to these northern adventures.

There are neither flying saucers nor round-trip schedules to the stars in *The Exploration of Space* (Harper — \$3.50 Illustrated) by Arthur C. Clarke which is, as claimed, a simple, scientifically accurate treatment of space travel and man's place in the universe. Although the author takes his readers into the space-ways of the Infinite, he differs, as daylight from dark, from self-styled science writers. No dizzy dash here to the stars, but a solid and well reasoned explanation of mysteries that have defied man since dawn of time.

Reading Baseball's Greatest Lineup (Barnes—\$3.75 Illustrated) by Christy Walsh is like hearing the Great Umpire sound the familiar "Play Ball!" and seeing the Diamond's immortals take their places in the shadowland of Yesterday and at the positions that won them enduring fame. Here Mr. Walsh gives the biographies of the All-Time Baseball Team, Some 500 baseball writers cast their votes. Their selections were culled by a group of which Connie Mack was chairman. The "team" lists three outfielders, four infielders, six pitchers, two catchers and two utility players.

Of Men, Dogs and Horses (Greenberg—\$2.00) by J. C. Ben-

drodt is a big bargain at anybody's Two Dollar Window because it is a natural winner in the greatest race of all—the human race and its contrasts with the two representatives of The Animal Kingdom closely associated with Man, namely dogs and horses. The author is a severe and reprimanding judge of man's short-comings in dealing with his four-legged friends. Even so, his animal stories of war, woods, home and the race-track make grand reading.

Stolen Journey (Dutton—\$4.50) by Oliver Philpot is the most unusual World War II "escape" book I have read. It merits wide attention. The author describes how he and members of his RAF bomber crew were shot down over Norway, rescued from rafts by Germans in the North Sea and taken to Germany. With rare skill (plus typically British understatement) he describes the plot to escape from Stalag 3 and its audacious executions.

One Of The Fifteen Million (Little, Brown—\$3.00) by Nicholas Prychodko is a first-hand, blow by blow (most of them below the belt) account of the inhuman suffering and injustice imposed upon millions of innocent Russians by Stalin's political police to fill the manpower quotas for the Soviet labor battalions in Siberia. In 1938, the author was arrested, tortured, convicted and sent to Siberia on false charges—one of 15,000,000 Russians treated likewise. He was released in 1941 and was on the brink of re-arrest when the Nazi invasion saved him in the proverbial Nick o' Time. Depressing but a "must."

There's talk in the trade that Sidney Franklin, the Brooklyn lad who became a famous Bullfighter

is penning his biography. Be that true, he better be good because thrilling fiction threatens to outdistance the most chilling facts in Barnaby Conrad's *Matador* (Houghton—\$2.75). A professional diplomat and amateur bullfighter, the author spent three years in Spain and learned from Franklin, and others, how to handle the Torreador's sword. In *Matador* he proves the pen and sword equals in his hand by producing a penetrating action-packed story about the life and death of Pacote who lived and perished by the sword. Shoulder to shoulder with Lea's *Brave Bulls* and Hemingway's *Death On The Afternoon*.

Joining the rip-roaring fiction of Herman Wouk's *Caine Mutiny* and the red-hot history of Adm. Charles Lockwood's *Sink 'Em All*—two best Navy books of this era—comes *Submarine!* (Holt—\$3.50) by Commander Edward L. Beach, USN. The author draws vivid and never-to-be-forgotten pictures of Uncle Sam's underseas warfare in the Pacific. There is triumph, tragedy and bitter truth in these stories, many based upon Com. Beach's own dramatic experiences. Here are U-boat tales without varnish—and high time too.

A realistic and superior dream fabric of World War III—as seen through the eyes and acts of a British spy in Belgium and France—is unrolled by Philip Reynolds in *When And If* (Sloane—\$3.00). This unusually well knit story about the allied underground against a Soviet occupied Europe has not only suspense gallore but a happy and digestible ending.

East of Eden (Viking —\$4.50) is high in the lofty ranks of John Steinbeck's best. This tightly knit

tale of California and its people is flavored with that rare Steinbeck brand of monosodium glutamate that makes fiction taste like tingling realism. This is a *must*. My sole objection is the author's absolutely unnecessary use of short malodorous words.

Journey Into Wonder (Dodd, Mead & Co. — \$4.00, Illustrated) by N. J. Berrill is more than just another book about the explorers of land, sea and sky. From Columbus to Beebe; from Drake to Darwin he unfolds the drawing and dawning of the fascinating lines of knowledge around the globe and its natural history wonders of furs, fins and feathers.

The globe may be the Greatest Show on Earth, but close to it in interest comes *The Big Top* (Simon & Shuster — \$3.95, Illustrated). The Man-made three-ring circus is described to Hartzell Spence by Fred Breda who in *The Big Top* tells about his four decades with the locomoting shows from Horseman to Ringmaster and gives intimate and curiosity satisfying glimpses about life in an institution which none of our so-called progress has been able to stunt, debunk or kill. Almost as good as a ticket to the show itself.

Papa's Table D'Hote (Lippincott — \$3.00) is a mirror that reflects the life and manners of a Greenwich Village restaurant which rose to fame and fortune during prohibition. A light-hearted amusing account by Maria Sermolino, daughter of the widely known and well remembered boss of Gonerone's on West Eighth Street. A pleasant journey into yesterday of fabulous chefs, temperamental waiters and name-conscious clients.

